

WHAT'S WITH OCTOBER

Does anyone think of anything but Halloween when the month of October rolls around. Maybe a few think of Columbus Day as it means a day off from work. But, there is much more to the month of October. It has been designated as "National Breast Cancer Awareness Month" and this October marks its 15th anniversary. There are a number of special events that occur during the month such as "Lee National Denim Day" on Friday, October 6th, and "National Mammography Day" on Friday, October 20th.

These events are to further awareness of breast cancer issues, especially the importance of early detection. Since the inception of Breast Cancer Awareness Month in 1985, mammography rates have increase for women age 50 and older and breast cancer deaths have declined by 1.8 percent each year since 1992. If all women age 40 and older took advantage of early detection methods - mammography plus clinical breast exam and monthly self examinations - breast cancer death rates would drop even further. The key to mammography screening is that it be done routinely - ONCE is not enough.

Breast cancer is the most common cancer diagnosed in women in America. When breast cancer is detected early and treated promptly, suffering and ultimately the loss of life can be significantly reduced.

Further information on National Mammography Day and the location of facilities that will be offering reduced-fee screenings, call one of following toll-free numbers: American Cancer Society, (800) 227-2345; The Susan G. Komen Breast Cancer Foundation, (800) 462-9273; National Alliance of Breast Cancer Organizations (NABCO), (888) 80-NABCO; National Cancer Institute (NCI), (800) 4-CANCER; Y-me National Breast Cancer Organization, (800) 221-2141.

Further information on "Lee National Denim Day" which is sponsored by Lee jeans and has Rob Lowe as this year's Spokesperson, can be found on their website: www.denimday.com